

EVALUATION INTERPRETATIONS

PRODUCT AVAILABILITY

- **ROTATION OF PRODUCT:** DETERMINE PACK/CARTON FRESHNESS BY CHECKING THE PACKS AND CARTON CODE DATES. FACE UP RJR PRODUCT
- **FILL DISPLAYS/FIXTURES:** PROPERLY FILL DISPLAYS/FIXTURES WITH THE APPROPRIATE BRANDS AND PROPER POSITIONING
- **LOW/POS & OVERSTOCK CONDITIONS:** UTILIZE SUGGESTED ORDERS AND COMMUNICATION SKILLS TO CORRECT LOW/OUT-OF-STOCKS & OVERSTOCKS

PRESENCE

- **COMPLIANCE:** REVIEW CONTRACTS IN THE POCKET, MATCH CONTRACT REQUIREMENTS WITH MERCHANDISERS AND DISPLAYS AND DIPLOMATICALLY ATTEMPT TO RESOLVE COMPLIANCE PROBLEM WITH THE STORE MANAGER
- **MAINTENANCE:** ENSURE CLEAN APPEARANCE OF DISPLAYS AND FIXTURES, EVALUATE WORKABILITY OF FIXTURES, REPLACE BROKEN OR MISSING PARTS & FORMULATE ACTION PLANS TO RESOLVE PROBLEMS
- **PROPER TAGGING:** PLACE/REPLACE MISSING OR WORN PACKAGE AND CARTON TAGS TO MAINTAIN PROPER LOADS OF RJR PRODUCT
- **WORKPLAN POS:** PLACE/MAINTAIN POS BASED ON WORK PLAN OBJECTIVES AND APPROPRIATE WITH THE FIXTURES IN THE STORE
- **FULL PRICE POS/PDI:** MAINTAIN AND ADDRESS OPPORTUNITIES TO ENHANCE RJR'S POSITION WITH POS, ENHANCED SIGNAGE KITS AND OTHER QUALITY POS & PDI, AND PLACE TEMPORARY IMPACT ADVERTISING WHEREVER POSSIBLE
- **SAVINGS POS:** ENSURE IMPACT OF PROPER PRICE COMMUNICATION FOR PROMOTIONS, REFLECT LOWEST NET PRICING AND PLACE TEMPORARY IMPACT ADVERTISING WHEREVER POSSIBLE

PROMOTION EXECUTION

- **TASK FOLLOW-THROUGH:** COMPLETE WORK ORDER TASKS AND OTHER COMMUNICATIONS IN A TIMELY MANNER, AND INFORM APPROPRIATE RJR PERSONNEL OF INCOMPLETE TASKS
- **GAP STRATEGY:** IMPLEMENT PRICE GAP STRATEGY TO DEFENSIVELY COUNTERACT COMPETITIVE OFFENSIVE PROGRAMS
- **SAVINGS STRATEGY:** FOLLOW COMPANY CEILING STRATEGY TO EFFECTIVELY PROMOTE RJR SAVINGS BRANDS

ADMINISTRATION

- **PROPER COMPLETION:** PERFORM POCKET FUNCTIONS IN EACH CALL, PROPER DRAFT PROCEDURES, WRITE SUGGESTED ORDERS, PACK UP OLD PRODUCT FOR RETURNS AND COMPLETE WORK ORDERS, SURVEY REQUESTS AND OTHER CORRESPONDENCE
- **RETAILER COMMUNICATION:** STORE PERSONNEL GREETING, ANNOUNCE YOUR PLANNED OBJECTIVES, INQUIRE OF STORE NEEDS AND THANK THE RETAILER WHEN YOU'VE COMPLETED THE CALL, STATING WHAT YOU'VE ACCOMPLISHED, HOW YOU WILL HANDLE ANY NEEDS ADDRESSED AND WHEN YOU EXPECT TO VISIT THEIR STORE AGAIN
- **CONSUMER OFFER & *PERSONAL SELLING:** EFFORT AND KNOWLEDGE OF CONSUMER OFFER CARDS FOR TRIAL AND PERSONAL SELLING KITS FOR CONVERSION OF COMPETITIVE SMOKERS TO RJR PRODUCTS

- Personal Selling is not an accountability; however, it is a responsibility we all have to RJR

SR/RR NAME: _____ DIVISION: _____ DATE: _____

W/W _____ T/A _____ A/A _____ MGR. SIGNATURE: _____



Inventory Check: Yes/No

SR/RR SIGNATURE: _____

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NOTES:

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